Data and Privacy File Guides

Marketing Communications: Delivery

March 2019

File name

Marketing Communications Delivery.csv

File description

Information supporting the email marketing campaigns sent to an individual.

Why Apple keeps this information

This information is used to improve Apple's products and services and to be able to identify the marketing communication sent to an individual.

Field Name	Details
Communication Name	Email marketing campaign name.
Country	Country of preference associated to an individual Apple ID.
Language	Language preference associated to an individual Apple ID.
Apple ID Reference Number	Apple ID is the unique identifier of the the campaign.
Delivery Time	Time the email marketing campaign was sent to individual.